SELL ONLINE

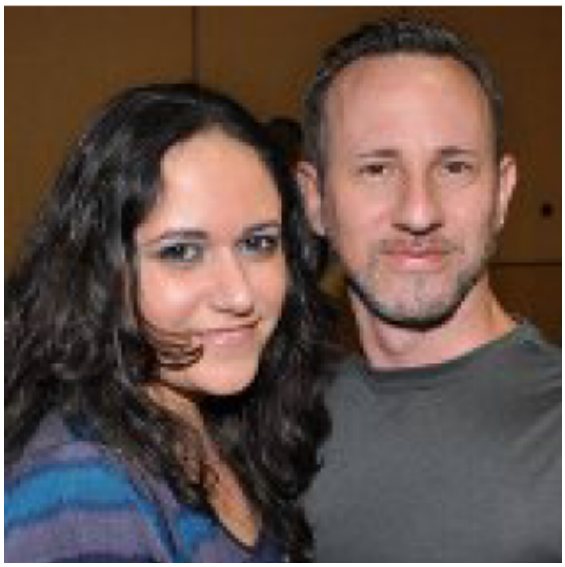
The Simple Little Steps That Sold $4 Million Worth of Products And Services Online

Table Of Contents

Click on the page number to go to the corresponding chapter.

About The Author .....page 3
Introduction .....page 4
Being An Entrepreneur Online .....page 3
Basic Selling Concepts .....page 5
Majority of the Money .....page 7
The Main Mistake Most Marketers Do .....page 9
Sales Funnel and The Three Steps .....page 11
Segmentation .....page 16
Begin with the End in Mind .....page 19
Consulting and Packages .....page 22
Membership Sites and The Three Steps .....page 24
Where Your Loyal Customers Are .....page 26
Selling Anyone in Five Steps .....page 30
F.I.G.S. - The Four Factors of Impulse .....page 32

About The Author



Welcome! Melinda and I would like to thank you for the opportunity to share the simple little steps that sold 4 Million worth of products and services online. These steps are exactly what we use in our business on a daily basis.

Most likely, you were even directed to this document via the same techniques shared within these pages. Just know that **we want you to succeed** as we have. We are proof that **these simple little steps work**!

There's nothing like enjoying the lifestyle afforded a successful Internet entrepreneur. Upon completion of reading this document, we encourage you to **contact us** if you are serious about kick-starting a new venture or rebooting an existing enterprise.

Whether it's one-on-one consulting or a "done for you" package we are here to help you succeed. Respectfully, ~ Omar Martin

Chapter 1

Introduction

Many of you already know who I am; I'm Omar Martin. And let the truth be known, the real strength behind our company, is my beautiful wife, Melinda, who handles the day-to-day management of our home-based business.

Prior to selling online, I sold products door-to-door, and I learned a lot about human behavior and what motivates people with different personality types to buy.

I've been successful in transferring my sales experience and honed skills from the physical world to the Internet. As a result, my wife and I have been able to build our life-altering business together from our home.

Unlike a lot of wiser people in the Internet marketing business, starting with a business plan and then leveraging the power of the Internet to bring more customers and business, we went about it the "other way around".

Look, it was tough. I was that guy with the big head, who was the salesperson. I was ready to jump online and change the Internet marketing landscape with my techniques.

That just didn't happen. I kind of got slapped around a bit for the first eighteen months. In fact, Melinda and I didn't make much money at all.

Through trial and error, we both learned what worked and didn't work until something pivotal happened! Right around month eighteen, or nineteen, of our business efforts, we went from making a couple of bucks a month to making a "whopping" $30,000 a month!

Can you imagine that?

Our exponential growth hasn't stopped as our online revenue just keeps climbing. I want you to know that this is because of a couple of things that are happening. It's amazing how a simple "tweak" to a business can make all the difference in the world.

I want you to learn from our mistakes, and more importantly success! We want to help you manifest your dreams from thoughts into action. We want to help create a prosperous reality for not only you, but also for those you love.

Thus, what we want to share with you today is really how to construct a well-crafted and effective money making, online business.

Chapter 2

Being An Entrepreneur Online

The biggest mistake that I see online entrepreneurs make today, whether they are selling a service or product, is that they simply construct a webpage with a single offer. When their prospect clicks and pays, they are merely delivered the goods or services.

The seasoned online marketer captures that prospect's email and converts the prospect into a customer. They instill loyalty and continue to sell to that action taker well into the future.

After all, the goal is to not only to create "satisfied" customers, but "loyal" life-long customers.

The first half of the model generates a little bit of cash flow. Yet so many people forget that the real money is made on the latter part. They use a remedial approach leaving so much money on the table.

The reality is that you can strategically "drive" any new prospect and former customer through a series of well-designed sales pages to maximize revenue.

This is attained by not creating a single sales page, or just a one offer page, but a series of both.

These pages are specifically designed in essence to "dangle" a carrot in front of the prospect to motivate them to taking action.

These pages should be designed to lead the prospect through a well calculated step-by-step sales process that will dramatically increase the value received and consequently increase the bottom line of your company.

It's kind of like when I was going door-to-door selling pizza coupon books. Only "after" I literally was doused with cold water and had white baking flour tossed in my once dry face did I have an ah-ha moment.

Really! That's true!

Look, this approach may be accomplished without being overbearing and without being that pushy doah faced salesman. Let me tell you, selling door-to-door really has taught me a lot, especially that nobody wants to talk to a door-to-door salesman.

Be honest. If you see a guy with a suit coming up the street, you close the blinds.

You're like, "Oh my gosh. what do they want?" You don't want to deal with that guy, that magazine pusher, or another cleaning supply salesman. You don't want to deal with

answering the door. They are selling in a way that you don't want to be sold. So, right away, it throws a potential customer into a posture of defence.

If you, as a prospect, do actually answer the door, the salesperson has an uphill battle. In my experience I only had a minute or two to get their attention.

I had to build rapport quickly in getting them to “like” me. I had to get them to “listen” to my presentation. I had to be agile and responsive to not only their body language and voice inflection, but to anticipate their possible objections while practising active listening.

If you think about it, it’s even tougher to sell online. When a prospect lands on your web page they are landing on your presentation or “sales pitch”.

You only have a couple of seconds to capture their attention, keep it, and motivate them to take action in purchasing your goods or services.

What made a monumental difference in cash flow for Melinda and I, was when we started incorporating a properly crafted “sales funnel”.

First we got the person to feel vested by providing us their name and email, or even taking out their credit card and making a small “one dollar” purchase.

This was the beginning of our “sales funnel” where we would hope to take our prospect and convert them into our life long customer.

Chapter 3

Basic Selling Concepts

Before I elaborate upon our massively successful “sales funnel” approach, I wanted to touch upon some basic selling strategies.

One of the biggest misconceptions in Internet marketing is the chasm that divides Internet marketing from Internet selling. Most people set out to merely "market" themselves and their products online.

I once read a book by a guy named Paul Zane Pilzer. He wrote Unlimited Wealth: The Theory and Practice of Economic Alchemy.

Now, this guy is amazing! He was the youngest Vice-President of Citibank, multimillionaire before the age of 21, an enlightened economist, and advisor for the Reagan and Bush Administrations.

The first line of that book has stayed with me until this day. Pilzer basically said, that the definition of economics precludes economists from ever achieving a perfect budget. I was like, “What”? I had to read that a couple times.

The same thing holds true in Internet marketing. The reason that economists can’t get a perfect budget is because economics is the study of scarce resources. That’s the definition!

That is the textbook definition of economics.

In reality, what time has taught us is that there’s no such thing as scarce resources, because we factor in technology. Some folks will remember the 1972 book entitled, “Limits to Growth” and its incorrect doomsday prediction.

It was a report commissioned by the global think tank called the Club of Rome.

The team of analysts from MIT theorized the collapse of the global system mid-way through the 21st century due to the inability for humanity to be sustainable in regards to population, food production, industrial production, pollution, and consumption of non-renewable natural resources.

When you think about that, back when we were using wood for fuel, the economists of the day counted up all the trees.

They thought, “At the alarming rate we’re burning, and
at which the rate trees grow, we're going to run out of trees and the world will end on this date.”

However, the world didn't end, right? Why didn't the world end? Well, because

technology stepped in, and we discovered coal to burn, instead of trees.

Then the following generation of economists in the new era counted up all the coal stating, “At the rate we're burning coal the world will come to an end on a new date in the future.”

What happened again?

Well, once again, the world didn't end because we discovered petroleum. You see where I'm going with this? It’s a conundrum.

You can't predict when the end of the world is going to be by counting up the resources and contrasting them to the rate at which those resources are being consumed.

This is because technological advancements have not been factored into the equation.

This is an awesome time to be alive as consumer products like smart phones have shaped our daily lives. Even ethnological medical advancements like spray on skin was not even conceived ten years ago.

In fact, recently the human body was tricked into regenerating an entire severed fingertip along with nail and unique print by merely sprinkling a little powder on the wond.

Just like a salamander, the human body, through technology is able to grow a missing portion of a limb.

That’s miraculous!

To make a long story short, the definition of “Internet marketing” precludes us from ever coming up with a successful business on the Internet. Why?

This is because the term “Internet marketing” is merely the “raising of awareness” of a brand and/or product. That is the definition of marketing.

We all know what the “golden arches” stand for, right? We've been “branded” from a young age with that icon. But that branding doesn't sell hamburgers for McDonalds. The same holds true for “Internet marketing”.

What we have to do is “sell” online. There’s a big difference between “Internet marketing” and “Internet selling”. If one merely focuses on marketing they are merely raising awareness.

If one focuses on just the selling, they are going to be pushing people away because they may appear overbearing. These two business activities go hand in hand.

Thus, if one only focus on marketing, if they only focus on the "attraction" strategies through Facebook, Twitter, anywhere, they're just using attraction strategies.

I attracted my wife, but nothing happened until I took action. Again, marketing just isn't enough. One has to close the deal. That is what Internet selling is all about.

Chapter 4

Majority of the Money

A lot of people focus on getting leads.

They're going to try Facebook and LinkedIn ads, and all this other brand awareness stuff. Even at the time of this writing, Pinterest is the talk of the town to grab potential customer's attention.

Once a marketer has a prospect's attention, what do you think they should do? Well, the majority of people that are practising business online, or that are attempting to leverage the Internet to empower their off-line business, are basically leaving a majority of the money on the table.

Where do you think the majority of the money lies? I'll give you an example. The last product that Melinda and I launched was in the "information product" niche.

What we do is sell training packages, programs, videos, audio files, and text in the form of PDF documents. We sell educational information products.

This last product launch that we did, actually fell quite short of what we typically do. That information product sold for $37 a unit. We sold 1,800 units.

Conventional wisdom says, "If you sell 1,000 units at $37, you made $37,000." So, 1,800 units at $37 appears to generate a revenue of a little less than $60,000.

The reality is, that during the week long launch, we ended up realizing a quarter of a million dollars, just from selling those front-end 1,800 units.

This is because of what we did "afterwards".

The next thing isn't that shocking.

We did NOT have any kind of an "upsell." We did NOT have any kind of a "one-time offer."

As a matter of fact, you may become some kind of Internet marketing hero for selling things that do NOT have hidden "upsell" or "one-time" pop-up offers.

We don't recommend high pressure sales tactics accosting a customer saying, "Before you continue, maximize your potential of your initial purchase, by also purchasing this secondary companion item!"

Melinda and I simply do NOT do that hard hitting sales approach.

What we do present is a softer approach, where we systematically walk the prospect

through a sales funnel. You may say, “What the heck is a sales funnel?” It’s simply a sales sequence or process of steps.

Perhaps your “sales funnel” begins with an initial capture page either capturing a lead or actual sale. This initial step is called your “entry point” into a “sales funnel”.

After that, the prospect is motivated to take action. As the web page architect, you have the technology to direct where that viewer will be navigated after they take that action.

This is where most Internet entrepreneurs drop the ball. It isn't enough to design a name and email “capture form” on a page.

Every single “auto-responder” service that I know of has a feature where you can direct the customer to a page, the moment they click a submit button.

You need to implement this feature, as it allows you to direct the prospect to another web page within your sales funnel called a “step page”.

I recommend putting “step pages” in your process, as people expect instructions after they have clicked the “submit button” on a page.

Thus, when a prospect enters their name and email address and clicks submit, they are greeted with, “You are on Step One.

Congratulations! Here’s what you have to do next.” You can literally begin guiding them to do this, or that, or the other thing. Then they are directed to the next “step page” in the process.

Chapter 5

The Main Mistake Most Marketers Do

The main mistake that most online entrepreneurs do is that once their prospect clicks the submit button they are instantly given what they opted-in for or purchased. That is simply wrong, unless you are comfortable leaving a majority of money on the table.

This amount of money left is often to the tune of 70% of unrealized income.

Now don't think the up-sells and cross-sells that a popular domain seller like GoDaddy has implemented in their domain purchase process is an ideal model to emulate.

In my opinion it is a “freak’n nightmare”! Before you get to the checkout, they say, “Do you want to buy a private domain?

Do you want to do this thing? Do you want to do that thing?” I think this is putting the customer in an “up-sell” hell.

In fact, it gets to a point where you feel they are trying to finance you a boat and you actually want to quit Internet marketing by the time you're done paying for your first domain name.

That is a perfect example of how “not to do it”. However, they also serve as an example of the fact that it works. Hard selling like this does in fact work.

Have you ever opted into one of those hard online selling approaches just to see what happens? Perhaps you were stabbed in the eye with a pop-up saying “Get a free $50 Walmart card by just answering a few questions.” or something like that?

You have to fill out this four hour-long form. I've seen this approach even used by Pandora where they say “We'll remove ads for the next four hours if you take action with one of our sponsors.”

Then you start filling out the never-ending survey. After three hours, you get to enjoy the last hour commercial free just so you can recuperate.

To make matters worse, all your information has been distributed at the speed of light to like ninety other marketing lists.

Now realize this approach is NOT a good process to follow yet hard selling does make money. The thing is, the ratio for that to realize income requires you to have a large audience while alienating most of them.

Also, when advertisers are implementing this strategy, viewers become desensitized, and the effectiveness of the advertiser’s dollars diminish substantially.

To illustrate this further there are now professional survey takers where they exchange time and information for discounts on products and services.

There's even a cable television program, Extreme Couponing, following this phenomenon. The show highlights someone who goes to the store and buys $2,000 worth of groceries for seven bucks using coupons and special offers.

The problem is that many of these professional coupon Kings and Queens often acquired a manufacturer's promotional discount by giving "bogus" information that is inaccurate.

Internet marketers by employing a hard sell approach in this manner have conditioned consumers to ignore and ultimately abuse the system in order to get a "free" item.

As such, this approach has lost its effectiveness.

With a soft sell approach utilizing a well designed "sales funnel" you are able to convert a prospect through a series of steps into a customer.

When they take action you have their brief attention and merely have moments in which to instruct them as they are expecting to receive something based on their action.

Chapter 6

Sales Funnel and The Three Steps

What has been successful is to literally give customers steps. The funny thing about the steps is that I keep implementing a “three-step” process over and over. I basically say, “Here are the three steps.”

Then when they have completed that, I say, “Here are the next three steps”. Finally, I complete the process saying “Here are the next three steps”.

Actually, "three" seems to be the magical number of steps. In my experience having five steps starts to turn prospects away. So, always keep it to a three-step process even if three minor steps are nestled beneath three major ones.

What I'm going to do is walk you through the “sales funnel” process. If interested, you can go to http://www.NewbiesGuidetoInternetSelling.com and see this approach in action.

You will notice that the technique as mentioned earlier is made up of steps upon steps.

What I'm doing at that website is giving away a seven-day course to teach people the difference between Internet marketing and Internet selling. I instruct them exactly what to do, one step at a time, to start becoming an Internet entrepreneur.

Over seven days, we have seven unique opportunities to establish a relationship where they learn to know, like, and trust us.

They will anticipate receiving an email each day as their expectations have already been established.

Then I take them through the “three-step” process. If you do this properly, you can get every single person that opts-in, to put 260 more eyeballs onto your offer through incentivizing him or her.

This is what our last product launch called Buzzinar was about. You can view that product by visiting http://www.Buzzinar.biz.

If the entry point of a sales funnel is when the prospect actually takes action and clicks a button to purchase or opt-in for something, then, whatever action they took you can control where they're going to go next.

Not only “can” you accomplish this by leveraging technology, but you “should”. Direct them to where you want them to go.

The next step in your “sales funnel” should be an “instruction page” where you're actually utilizing the “three-step” technique mentioned earlier.

Step “One” should always be to have the prospect “confirm” and “whitelist” your email address.

The reason for that is just because they clicked that subscription button doesn’t mean they'll ever see an email from you.

Technology has evolved over the last few years where intelligent email clients can classify and label emails distinguishing what may be marketing information and possibly what isn’t.

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